

Table 3
TITL #38 Tar Data Higher Than PM Advertised Values

		<u>PTL 1995 Year</u> <u>Average</u>	<u>Tar Specs</u>	<u>Advertised Tar</u>	<u>TITL Market</u> <u>Sample #37</u>	<u>TITL Market</u> <u>Sample #38</u>	<u>TITL Market Sample #38</u> <u>Rounded</u>
	Alpine KFMHP	15.9	16	15	15.0	15.9	16
	Alpine KFMSP	15.6	16	15	15.3	15.5	16
	Alpine 100's 100FMSP	15.9	16	15	15.0	15.9	16
	Alpine Lights KFMSP	9.8	10	9	9.3	9.6	10
	Basic KNFSP	24.1	24	24	26.3	25.8	26
	Benson & Hedges KFHP	14.9	15	14	14.4	15.2	15
	Bristol Full Flavor 100's 100FSP	15.4	16	15	15.1	15.5	16
	English Ovals KNFHP	22.7	23	25	26.2	26.2	26
#	Marlboro 100's (red package) 100FSP	15.3	16	15	15.0	15.8	16
	Marlboro Medium KFSP	12.3	12	11	11.2	11.5	12
*	Merit Ultra Lights 100's 100FSP	5.9	6	5	5.3	5.6	6
	Virginia Slims 100FSP	14.8	15	14	14.2	14.7	15

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*Tar and nicotine printed on pack.

#Retested.